

EAST SEARCH HISTORY

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	0	system for creating optimized promotion event calendar	USPAT	AND	OFF	2005/05/04 16:09
S2	0	system for creating optimized promotion event calendar	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	AND	OFF	2005/04/29 16:26
S3	1	delurgio.in.	USPAT	OR	OFF	2005/04/29 16:50
S4	2	(demand tec).as.	USPAT	AND	OFF	2005/04/29 16:51
S5	7	(demand tec).as.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	AND	OFF	2005/04/29 16:57
S6	0	S5 and (demandtec).as.	USPAT	OR	OFF	2005/04/29 16:58
S7	2	S5 or (demandtec).as.	USPAT	OR	OFF	2005/05/05 10:11
S8	0	(consumer adj demand adj management) and @ad<"20010506"	USPAT	AND	OFF	2005/05/03 12:50
S9	1081	cdm and @ad<"20010506"	USPAT	AND	OFF	2005/05/03 12:51
S10	0	(consumer adj demand adj management) and @ad<"20010506"	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	AND	OFF	2005/05/03 12:52
S11	50	econometrics and @ad<"20010506"	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	AND	OFF	2005/05/11 16:11
S12	2	"6785805"	USPAT	OR	OFF	2005/05/04 16:39
S13	50	"build-to-order" and @ad<"19991114"	USPAT	OR	OFF	2005/05/04 16:43
S14	53	"build-to-order" and @ad<"19991114"	US-PGPUB; USPAT; USOCR; JPO	OR	OFF	2005/05/04 16:43
S15	7	(demand tec).as.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	AND	OFF	2005/05/05 10:11

S16	8	S15 or (demandtec).as.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2005/05/05 10:13
S17	316482	(demand tec)".as" or (demandtec).as.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2005/05/05 10:13
S18	8	("demand tec)".as" or (demandtec).as.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2005/05/05 10:28
S19	2	("maxager.com)".as" or (maxager).as.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2005/05/05 10:30
S20	8	("khimetrics.com)".as" or (khimetrics).as.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2005/05/12 12:56
S21	0	"09870758".ap.	USPAT	OR	OFF	2005/05/05 10:52
S22	0	"09/870758".ap.	USPAT	OR	OFF	2005/05/05 10:52
S23	0	"09/870758".ap.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	OFF	2005/05/05 10:52
S24	0	"09870758".ap.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/05/05 10:53
S25	1683	automated customer survey	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	AND	OFF	2005/05/05 10:54
S26	1	automated adj customer adj survey adj using	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	AND	OFF	2005/05/05 11:04
S27	0	automatic adj collection adj updating adj application	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	AND	OFF	2005/05/05 11:17

S29	0	flores.in. and bostwick.in.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	AND	OFF	2005/05/05 11:18
S30	7	"6094641"	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/05/11 16:11
S31	2	("6094641").PN.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/05/11 16:12
S32	2	("6029139").PN.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/05/12 09:44
S33	42	promotion near9 optimization	US-PGPUB; USPAT; USOCR; EPO	AND	OFF	2005/05/12 12:58
S34	53	promotion near9 optimization	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	AND	OFF	2005/05/12 13:42
S35	305	(price or pricing) near9 optimization	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	AND	OFF	2005/05/12 13:55
S36	124	S35 and @ad<"20010506"	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/05/12 13:43
S37	36	promotion adj events	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/05/12 14:08

S38	16	promotion and supplier adj offers	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/05/12 14:10
S39	1583	promotion and coupon	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/05/12 14:11
S40	763	S39 and @ad<"20010506"	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/05/12 14:11

EAST SEARCH HITS

	Document ID	Issue Date	Title	Inventor
1	US 6029139 A	20000222	Method and apparatus for optimizing promotional sale of products based upon historical data	Cunningham; Scott W. et al.
2	US 6078893 A	20000620	Method for stabilized tuning of demand models	Quimet; Kenneth J. et al.
3	US 6286005 B1	20010904	Method and apparatus for analyzing data and advertising optimization	Cannon; Mark E.
4	US 6553352 B2	20030422	Interface for merchandise price optimization	Delurgio; Phil et al.
5	WO 3001321 A2	20030103	INTERFACE FOR MERCHANDISE PROMOTION OPTIMIZATION	DELURGIO, PHIL et al.
6	US 6029139 A	20000222	Sales promotion optimization system for various commercial products applies sales objective and constraints to neural network, after expanding 3D data to generate promotional plan	CUNNINGHAM, S W et al.
7	US 6078893 A	20000620	Computer implemented demand model tuning method involves minimizing effective figure-of-merit function with respect to demand and market parameters to obtain stable optimal value	CHAUBAL, C V et al.

	Document ID	Issue Date	Title	Inventor
8	US 20020165760 A	20021107	Optimum price determination interface for products in consumer product retail industry, determines optimum prices based on estimated product demand and calculated activity based costs	DELURGIO, P et al.
9	WO 2003001321 A	20030103	Interface for merchandise promotion optimization e.g. for web-based systems, where clients and suppliers access a centralized network operations center in order to perform optimizations	DELURGIO, P et al.
10	US 20020165834 A	20021107	Merchandise price optimizing interface econometrics, has controller which controls acquisition of scenario data and distribution of optimization results according to price optimization procedure	DELURGIO, P et al.
11	US 20040210541 A	20041021	Rules defining method for use in price optimization system, involves selecting rule e.g. price rule, from set of rules types from screenshots provided by rule user interface, and inputting valid choice into rules engine	CLAIR, W L et al.

	Document ID	Issue Date	Title	Inventor
12	US 20010014868 A1	20010816	SYSTEM FOR THE AUTOMATIC DETERMINATION OF CUSTOMIZED PRICES AND PROMOTIONS	HERZ, FREDERICK et al.
13	US 20010020236 A1	20010906	Method and apparatus for analyzing data and advertising optimization	Cannon, Mark E.
14	US 20020165760 A1	20021107	Interface for merchandise price optimization	Delurgio, Phil et al.
15	US 20020165834 A1	20021107	Interface for merchandise price optimization	Delurgio, Phil et al.
16	US 20030110072 A1	20030612	Interface for merchandise promotion optimization	Delurgio, Phil et al.
17	US 20040210541 A1	20041021	User interface for a rules engine and methods therefor	Epstien, Jeremy et al.

Dialog Search For The DemandTec Applications: 09/849168, 09/849621, and 09/849448

? b 411

? sf all

? s demand(2w)model and (activity(2w)based(2w)(cost or costing or costs)) and (optimal or optimum) (2w) (prices or price or promotion or promotions)

? b hits

? s demand(2w)model and (activity(2w)based(2w)(cost or costing or costs)) and (optimal or optimum) (2w) (prices or price or promotion or promotions)

Processing

610554	DEMAND
945099	MODEL
1969	DEMAND(2W)MODEL
865521	ACTIVITY
3030471	BASED
1848454	COST
38073	COSTING
1007936	COSTS
5413	ACTIVITY(2W)BASED(2W)((COST OR COSTING) OR COSTS)
452607	OPTIMAL
519123	OPTIMUM
373271	PRICES
593581	PRICE
118991	PROMOTION
57036	PROMOTIONS
1542	(OPTIMAL OR OPTIMUM) (2W) (((PRICES OR PRICE) OR PROMOTION) OR PROMOTIONS)
S1	11 DEMAND(2W)MODEL AND (ACTIVITY(2W)BASED(2W)(COST OR COSTING OR COSTS)) AND (OPTIMAL OR OPTIMUM) (2W) (PRICES OR PRICE OR PROMOTION OR PROMOTIONS)

? t s1/medium,k/1-11

1/K/1 (Item 1 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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02527516 276946421

Capacity planning and pricing under uncertainty

Gox, Robert F

Journal of Management Accounting Research v14 PP: 59-78 2002

ISSN: 1049-2127 JRNL CODE: AJMA

WORD COUNT: 1768

ABSTRACT: This paper analyzes a capacity-planning and pricing problem of a monopolist facing uncertain demand. The model incorporates "soft" and "hard" capacity constraints (soft constraints can be relaxed at a cost while...

TEXT: Abstract: This paper analyzes a capacity-planning and pricing problem of a monopolist facing uncertain demand. The model incorporates "soft" and "hard" capacity constraints (soft constraints can be relaxed at a cost while...

...and pricing.3 Banker and Hughes (1994) show that a multiple-product monopolist arrives at optimal prices and capacities based on full cost when the following two assumptions are met:

* the pricing...dp because $dq/dp = -1$.

11 Banker and Hughes (1994) use an equivalent definition for activity based unit costs in their multiproduct, multiresource framework. However, this interpretation is appropriate only when the production environment...

1/K/2 (Item 2 from file: 15)
DIALOG(R) File 15:ABI/Inform(R)
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02527514 276944271

A critical overview of the use of full-cost data for planning and pricing

Balakrishnan, Ramji; Sivaramakrishnan, K
Journal of Management Accounting Research v14 PP: 3-31 2002
ISSN: 1049-2127 JRNL CODE: AJMA
WORD COUNT: 12977

...TEXT: making, allocating sunk costs cannot improve decisions. In an effort to rationalize practice, proponents of activity - based costing offer an alternate view. They argue that cost allocation systems that properly capture consumption of...levels. This simplification reduces the Grand Model to Model 4A. The additional assumption of identical demand further simplifies Model 4A to a one-period model. A one-period version of Model 4A is easy...

...products to determine aggregate capacity. Once capacity levels are determined, the firm can solve for optimal prices using a formulation similar to that in Model 3. This exercise of determining optimal prices and resource allocations may be repeated many times over the life of the resources, as...With partial uncertainty, however, G6x (2002) shows that full-cost-based prices are no longer optimal. Optimal prices are now based on each product's marginal cost: full costs, derived as an

allocation

...the initial capacity-- planning problem because it effectively becomes a single-period problem with known **demand** (as in **Model 4A**, with $T = 1$).

Balakrishnan and Sivaramakrishnan (2001) explore the economic loss from such a...

...price derived from the solutions to the product-- pricing problem in **Model 5B** equals the **optimal price** derived in the capacity-- planning problem (**Model 5A**). Third, and most important, it is almost...orders. Banker and Hansen (2002) show that as the number of potential customers increases, the **optimal price** is the full cost of providing the service

plus a nonlinear markup that depends on...Balachandran et al. (1997) is the solution to a grand linear program that simultaneously determines **optimal capacity and prices**.²² The study ...underlying information utilized in the allocation process).

4 For example, Chen and Frank (2001) examine **optimal price** adjustment based on the length of the queue of customers. We also note the vast... ComputerWorld (December 12).

Babad, Y. M., and B. V. Balachandran. 1993. Cost driver optimization in **activity - based costing**. The Accounting Review 63 (3): 563-575.

Balachandran, B. V., R. Balakrishnan, and K. Sivaramakrishnan...

1/K/3 (Item 1 from file: 349)
DIALOG(R) File 349:PCT FULLTEXT
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00971320 **Image available**

INTERFACE FOR MERCHANDISE PROMOTION OPTIMIZATION
INTERFACE D'OPTIMISATION POUR LA PROMOTION DE MARCHANDISES

Patent Applicant/Assignee:

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US)

Patent Applicant/Inventor:

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(Residence), US (Nationality), (Designated only for: US)

NEAL Michael, 2745 Lake Street, San Francisco, CA 94121, US, US
(Residence), US (Nationality), (Designated only for: US)

Legal Representative:

HUFFMAN James W (agent), Huffman Law Group, 1832 N. Cascade Avenue,
Colorado Springs, CO 80907, US,

Patent and Priority Information (Country, Number, Date):

Claim

I An apparatus for detennining an optimum promotion plan for merchandising of products for sale, comprising:
a scenario/results processor, configured to enable a user to prescribe an optimization scenario, and configured to present the optimum promotion plan to said user,
wherein the optimum promotion plan is determined by execution of said optimization scenario, and wherein the optimum promotion plan is determined based upon estimated product demand and calculated activity based costs, said scenario/results processor comprising:
an input/output processor, configured to acquire data corresponding to...
an optimization template, for specifying a promotion scenario and a time period for which the optimum promotion plan is to be ...generating a plurality of optimization results templates and providing these templates to the user, wherein optimum promotion events and optimum supplier offers are presented.

19 The method as recited in claim 18...an optimization template, for specifying a promotion scenario and a time period for which the optimum promotion events and optimum supplier offers are to be determined.

30 The method as recited in...

1/K/4 (Item 2 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00956989 **Image available**

INTERFACE FOR MERCHANDISE PRICE OPTIMIZATION

INTERFACE PERMETTANT L'OPTIMISATION DE PRIX DES MARCHANDISES

Patent Applicant/Assignee:

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US, US

(Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

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(Residence), US (Nationality), (Designated only for: US)

NEAL Michael, 2745 Lake Street, San Francisco, CA 94121, US, US
(Residence), US (Nationality), (Designated only for: US)

Legal Representative:

HUFFMAN James W (agent), Huffman Law Group, 1832 N. Cascade Ave.,

Colorado Springs, CO 80907, US,
Patent and Priority Information (Country, Number, Date):
Patent: WO 200291137 A2-A3 20021114 (WO 0291137)
Application: WO 2002US7414 20020311 (PCT/WO US0207414)
Priority Application: US 2001849616 20010504
Designated States:
(Protection type is "patent" unless otherwise stated - for applications prior to 2004)
AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI
SK SL TJ TM TN TR TT TZ UA UG US UZ VN YU ZA ZM ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
Main International Patent Class: G06F-017/60
Publication Language: English
Filing Language: English
Fulltext Availability:
Detailed Description
Claims
Fulltext Word Count: 14254

English Abstract

An apparatus (200) and method are provided for an interface enabling a user to determine **optimum prices** of products for sale. The interface includes a scenario/results processor (233) that enables the user to prescribe an optimization scenario, and that presents the **optimum prices** to the user. The **optimum prices** are determined by execution of the optimization scenario, where the **optimum prices** are determined based upon estimated product demand and calculated **activity based costs**. The scenario/results processor (233) has an input/output processor (404) and a scenario controller (412). The input/output processor (404) acquires data corresponding to the optimization scenario from the user, and distributes optimization results to the user. The scenario controller (412) is coupled to the input/output processor (404). The scenario controller (412) controls acquisition of the data and the distribution of the optimization results in accordance with a price optimization procedure.

French Abstract

La presente invention concerne un appareil et un procede pour une interface permettant la determination de prix optimaux pour des produits mise en vente. L'interface comporte un processeur de scenarios/resultats qui permet a l'utilisateur d'etablir un scenario d'optimisation, et qui presente des prix optimaux a l'utilisateur. Les prix optimaux sont

of the optimum
prices , said rules comprising:
maximum allowable price swing for each of the products for sale;
and...a
plurality of optimization results templates and providing these
templates
to the user, wherein the optimum prices are presented.

22 The method as recited in claim 21, wherein said utilizing
comprises
...groups;
second providing a products template, for specifying the products for
sale for which the optimum prices are to be determined, wherein
the
products for sale may
span more than one of...

...and
third providing a time horizon template, for prescribing a time
period
for which the
optimum prices are to be determined.

31 The method as recited in claim 30, wherein said utilizing...

...fourth providing a locations template, for prescribing a plurality
of
store groups for
which the optimum prices are to be determined, wherein said
prescribing
directs said employing to utilize data corresponding to the plurality
of
said
store groups when determining the optimum prices ; and
34
fifth providing an at-large rules template, for specifying rules to
govern determination
of the optimum prices , wherein the rules specify maximum
allowable
price
swing for each of the products for sale...

1/K/5 (Item 1 from file: 485)

DIALOG(R)File 485:Accounting & Tax DB

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** FULL-TEXT AVAILABLE IN FORMATS 7 AND 9 **

00929001 SUPPLIER NUMBER: 276946421

Capacity planning and pricing under uncertainty

Gox, Robert F

Journal of Management Accounting Research v14 PP: 59-78 2002

ISSN: 1049-2127 JRNL CODE: AJMA

DOC TYPE: Periodical ARTICLE TYPE: Feature

LANGUAGE: English SPECIAL FEATURE: Formula Table

WORD COUNT: 1768 LINE COUNT: 161

1/K/6 (Item 2 from file: 485)
DIALOG(R)File 485:Accounting & Tax DB
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** FULL-TEXT AVAILABLE IN FORMATS 7 AND 9 **
00928999 SUPPLIER NUMBER: 276944271

A critical overview of the use of full-cost data for planning and pricing

Balakrishnan, Ramji; Sivaramakrishnan, K
Journal of Management Accounting Research v14 PP: 3-31 2002
ISSN: 1049-2127 JRNL CODE: AJMA
DOC TYPE: Periodical ARTICLE TYPE: Feature
LANGUAGE: English SPECIAL FEATURE: Formula
WORD COUNT: 12977 LINE COUNT: 1,180

ABSTRACT: Surveys show that many firms use full cost to set prices. However, principles of relevant costing imply that product prices should be independent of how a firm allocates fixed manufacturing cost to products. Recent research tries to resolve this conflict between theory and practice by expanding the scope of the problem; pricing is only one part of the larger problem of determining which products to keep and which products to drop, how much capacity to install, and how to allocate available capacity among the products. An emerging view is that we must jointly consider the capacity-planning and product-pricing problems to clarify the role of full costing in these decisions. In this article a critical overview of the results from this research is provided, highlighting how a combination of analytic and numerical methods have contributed to understanding, and suggest directions for future research.

GEOGRAPHIC NAMES: United States; US
DESCRIPTORS: Polls & surveys; Studies; Management accounting; Cost allocation methods; Manufacturing; Mathematical models
CLASSIFICATION CODES: 9190 (CN=United States); 4120 (CN=Accounting policies & procedures); 9130 (CN=Experimental/Theoretical); 8600 (CN=Manufacturing industries not elsewhere classified);

Accounting & Tax DB_1971-2005/May W4

...TEXT: making, allocating sunk costs cannot improve decisions. In an effort to rationalize practice, proponents of **activity - based costing**

offer an alternate view. They argue that cost allocation systems that properly capture consumption of...levels. This simplification reduces the

Grand Model to Model 4A. The additional assumption of identical **demand** further simplifies **Model 4A** to a one-period model. A one-period version of Model 4A is easy...

...products to determine aggregate capacity. Once capacity levels are determined, the firm can solve for **optimal prices** using a formulation similar to that in Model 3. This exercise of determining **optimal prices** and resource allocations may be repeated many times over the life of the resources, as...With partial uncertainty, however, G6x (2002) shows that full-cost-based prices are no longer **optimal**. **Optimal prices** are now based on each product's marginal cost: full costs, derived as an allocation ...the initial capacity-- planning problem because it effectively becomes a single-period problem with known **demand** (as in **Model 4A**, with $T = 1$).

Balakrishnan and Sivaramakrishnan (2001) explore the economic loss from such a...

...price derived from the solutions to the product-- pricing problem in Model 5B equals the **optimal price** derived in the capacity-- planning problem (Model 5A). Third, and most important, it is almost...orders. Banker and Hansen (2002) show that as the number of potential customers increases, the **optimal price** is the full cost of providing the service plus a nonlinear markup that depends on...Balachandran et al. (1997) is the solution to a grand linear program that simultaneously determines **optimal capacity and prices**.²² ...underlying information utilized in the allocation process).

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Babad, Y. M., and B. V. Balachandran. 1993. Cost driver optimization in **activity - based costing**. The Accounting Review 63 (3): 563-575.

Balachandran, B. V., R. Balakrishnan, and K. Sivaramakrishnan...

1/K/7 (Item 1 from file: 654)

DIALOG(R) File 654:US Pat.Full.

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6088371 **IMAGE Available

UTILITY

System and method for profit maximization in retail industry

Inventor: Myr, David, Jerusalem, IL

Grechanovsky, Eugene, Jerusalem, IL

Kazarinov, Yuri, Ashdod, IL

Assignee: Unassigned

feasible prices resulting in the optimal revenue R_{sale} and the **optimal price** p_{sale} . Predicted sales volume (demand) V_{sale}

may be computed by formula...is performed on each bootstrapped regression

model, and then optimization of revenue and computation of **optimal price** is performed for each set of bootstrapped estimates. As a result,

the following estimates are...

...estimate of bias of maximum revenue bias_{Boot}(R). Similar quantities

are computed for **optimal prices** ...0217] Similar quantities are computed for an **optimal price** ...0219] After an optimal predicted revenue R_{sale} and an **optimal price** p_{sale} have been calculated, it should be tested if the predicted revenue R_{sale} and Promotion Scheduling Procedure for obtaining a next promotion schedule(Block 1110). It either computes **optimal promotion** time allocation for a product category or adds a new close schedule in the scheduling...0310] Tick **Optimal prices**

[...

...0313] Tick Error estimates of predicted **optimal prices**

Non-exemplary or Dependent Claim(s):

...resampling methods for estimation of prediction errors, standard errors and biases in predicted single product **optimal prices** and

in predicted category **optimal price** vectors...module uses resampling methods for testing significance of optimized price changes in predicted single product **optimal prices** and in predicted category **optimal price** vectors...

...resampling methods for testing significance of figure-of-merit function

changes for predicted single product **optimal prices** and for predicted category **optimal price** vectors...

1/K/8 (Item 2 from file: 654)

DIALOG(R)File 654:US Pat.Full.

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0005257741 **IMAGE Available

Derwent Accession: 2003-112574

Interface for merchandise promotion optimization

Inventor: Phil Delurgio, INV

Michael Neal, INV

Assignee: Demand Tec. Inc.(02)

Correspondence Address: JAMES W HUFFMAN, 1832 N. CASCADE AVE., COLORADO SPRINGS, CO, 80907-7449, US

Publication Number	Kind	Date	Application Number	Filing Date
-----	--	-----	-----	-----

and

optimum supplier offers are presented.

Non-exemplary or Dependent Claim(s):

...an optimization template, for specifying a promotion scenario and
a
time period for which the optimum promotion plan is to be
determined...an optimization template, for specifying a promotion
scenario and a time period for which the optimum promotion
events
and optimum supplier offers are to be determined...

1/K/9 (Item 3 from file: 654)

DIALOG(R) File 654:US Pat.Full.

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0005114399 **IMAGE Available

Derwent Accession: 2003-786738

Interface for merchandise price optimization

Inventor: Phil Delurgio, INV

Michael Neal, INV

Assignee: DemandTec, Inc.(02), San Carlos, CA, US

Correspondence Address: JAMES W HUFFMAN, 1832 N. CASCADE AVE., COLORADO
SPRINGS, CO, 80907-7449, US

	Publication Number	Kind	Date	Application Number	Filing Date
Main Patent	US 20020165834	A1	20021107	US 2002144537	20020510
Continuation	PENDING			US 2001849616	20010504

Fulltext Word Count: 15867

Abstract:

An apparatus and method are provided for an interface enabling a user
to determine optimum prices of products for sale. The interface
includes a scenario/results processor that enables the user to
prescribe
an optimization scenario, and that presents the optimum prices to
the
user. The optimum prices are determined by execution of the
optimization scenario, where the optimum prices are determined
based
upon estimated product demand and calculated activity based
costs .

The scenario/results processor has an input/output processor and a
scenario controller. The input...

Summary of the Invention:

...to the field of econometrics, and more particularly to an
apparatus
and method for determining optimum prices for a set of products
within a product category, where the optimum prices are
determined to

for sale; and...groups; second providing a products template, for specifying the products for sale for which the **optimum prices** are to be determined, wherein the products for sale may span more than one of...
...and third providing a time horizon template, for prescribing a time period for which the **optimum prices** are to be determined...fourth providing a locations template, for prescribing a plurality of store groups for which the **optimum prices** are to be determined, wherein said prescribing directs said employing to utilize data corresponding to the plurality of said store groups when determining the **optimum prices**; and fifth providing an at-large rules template, for specifying rules to govern determination of the **optimum prices** wherein the rules specify maximum allowable price swing for each of the products for sale...

1/K/10 (Item 4 from file: 654)
DIALOG(R)File 654:US Pat.Full.
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0005114325 **IMAGE Available
Derwent Accession: 2003-111136
Interface for merchandise price optimization
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	Publication Number	Kind	Date	Application Number	Filing Date
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Main Patent	US 20020165760	A1	20021107	US 2001849616	20010504

Fulltext Word Count: 15867

Abstract:

An apparatus and method are provided for an interface enabling a user to determine **optimum prices** of products for sale. The interface includes a scenario/results processor that enables the user to prescribe an optimization scenario, and that presents the **optimum prices** to the user. The **optimum prices** are determined by execution of the optimization scenario, where the **optimum prices** are determined based

store groups...

...templates further comprises: a time horizon template, for specifying a time period for which the optimum prices are to be determined...

...further comprises: an at-large rules template, for specifying rules to govern determination of the optimum prices, said rules comprising: maximum allowable price swing for each of the products for sale; and...groups; second providing a products template, for specifying the products for sale for which the optimum prices are to be determined, wherein the products for sale may span more than one of...

...and third providing a time horizon template, for prescribing a time period for which the optimum prices are to be determined...fourth providing a locations template, for prescribing a plurality of store groups for which the optimum prices are to be determined, wherein said prescribing directs said employing to utilize data corresponding to the plurality of said store groups when determining the optimum prices; and fifth providing an at-large rules template, for specifying rules to govern determination of the optimum prices wherein the rules specify maximum allowable price swing for each of the products for sale...

1/K/11 (Item 5 from file: 654)
 DIALOG(R) File 654:US Pat.Full.
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4861923 **IMAGE Available
 Derwent Accession: 2003-111136

Utility

E/ Interface for merchandise price optimization

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Examiner: Cosimano, Edward R. (Art Unit: 369)

Combined Principal Attorneys: Huffman, Richard K.; Lim, Kang

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Main Patent	US 6553352	A	20030422	US 2001849616	20010504